

Barney Balaban Visits Toronto

By JAY L. SMITH



I arrived back from Montreal and the Laurentians just in time to attend the special luncheon given by Famous Players Canadian Corp. for Mr. Barney Balaban, President of Paramount Pictures, who came up to Toronto to attend a Board of Directors Meeting of Famous Players. Mr. Balaban was accompanied to Toronto by Paul Raibourn, who succeeded the late Austin Keough on the F-P Board.

I'm very happy that I was back in time for this particular luncheon, for it was an inspiring meeting, with F-P executives displaying the greatest confidence in the future of the Industry in Canada as a whole, and their own company in particular, that I have seen in a long time. No gloom whatsoever was evident among those present, and after listening to Barney Balaban and John J. Fitzgibbons expound on the product that will be available within the next few months from Paramount alone, it was easy to understand the reason for the optimism.

The fact that Mr. Fitzgibbons also revealed that grosses have taken an upswing the past few weeks may have had something to do with the new confident air displayed by all the executives present. Mayor Nathan Phillips of Toronto was present at the luncheon, and paid high tribute to Barney Balaban, to John Fitzgibbons and to Famous Players. He referred briefly to another "invitation" which he had received to meet a visiting movie star at the Malton airport.

Mr. Balaban, in turn, paid tribute to Mayor Phillips, and offered congratulations to Messrs. Fitzgibbons and Bolstad on their 25 years with Famous Players, stating that it was largely through their efforts that the company has reached the pinnacle of success it has attained.

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Sales Drive Named For Him Opens August 28 In Canada

Toronto: This year, the Canadian Paramount sales drive, August 28, through December 24th, will honour the twenty years of Paramount leadership under President Barney Balaban, who, for the first time in his tenure of office has consented to the use of his name in a sales push.

Fam. Players Eastern Meeting In Halifax

Halifax: Famous Players held its Eastern Canadian meetings of Partners and Managers at the Nova Scotian Hotel, Halifax on Monday of last week. Mr. J. J. Fitzgibbons was called to New York and was

(See HALIFAX Page 3)

To head up this all important sales endeavour, Gordon Lightstone, Canadian General Manager for Paramount, has announced the appointment of Winston Barron, Paramount's Director of Public Relations - Advertising. Barron is

(See BALABAN Page 6)

"Live Like A King" Promotion For Odeon Ticket SELLebration

Toronto: The Odeon Theatres (Canada) Limited has announced a new fall showmanship drive of a type and magnitude hitherto unknown in the Motion Picture Industry. With simple, streamlined rules, the contest has only one objective . . . to beat the box-office blues and give TV a real showman's bronx cheer by increasing attendance at all theatres.

All circuit drives in Canada, up to the present, have had a stipulated amount of prize values available to Showmen who top their divisions. Now, Odeon offers unlimited prizes, available to every one of their managers, on a sliding scale. The greater the box-office receipts over quota . . . the bigger the prize.

The Drive, aptly titled "The Odeon — 'Live Like A King' — Ticket SELLebration," kicks off during Labour Day holiday week,

(See ODEON Page 6)

Wage Negotiations

Vancouver: A government conciliator will attempt to break a deadlock contract dispute between 117 Vancouver area projectionists and two major film circuits (Famous Players and Odeon). Meet-

(See NEGOTIATIONS Page 3)

JARO Film Taken From Alta. Writers Story

London: Alberta-born Sheila McKay Russell's book "A Lamp Is Heavy" (title of the film to be "The Feminine Touch"), is now in production with 19 year old Belinda Lee in the leading role of Susan Murray, trainee nurse at St.

(See JARO Page 3)

Charles Chaplin's District Tops In United Artist Week

Toronto: A record of 1,412 features played in 759 theatres across Canada was the record set by Canadian United Artists branches across Canada in the UA Week of July 1-7, a record that won for Canada and its Canadian General Manager, Charles Chaplin, the District Manager's Prize.

Chaplin congratulated the Canadian branches on their tremendous achievement and at the same time in a statement to The Digest thanked Canadian exhibitors for

(See UNITED ARTISTS page 6)

MAYFAIR & ESQUIRE TO RE-OPEN

The Mayfair and Esquire theatres in Toronto will re-open shortly. The two former Twinex houses will now be operated by Harry Firestone and Bill Forman under a new film and admission policy.

Foto-Nite Upheld By Saskatoon Judge

Saskatoon: Charges of operating a lottery in connection with the running of Foto-Nite at two Saskatoon theatres were dismissed in city police court Aug. 12 in a written judgment handed down by Magistrate B. M. Wakeling.

Main reason given for dismissal of charges brought against Vince Pasternick and Ray Resky, managers of the Victory and Broadway theatres, was the manner in which the Foto-Nite scheme was conducted after selection of the party

(See FOTO-NITE Page 7)

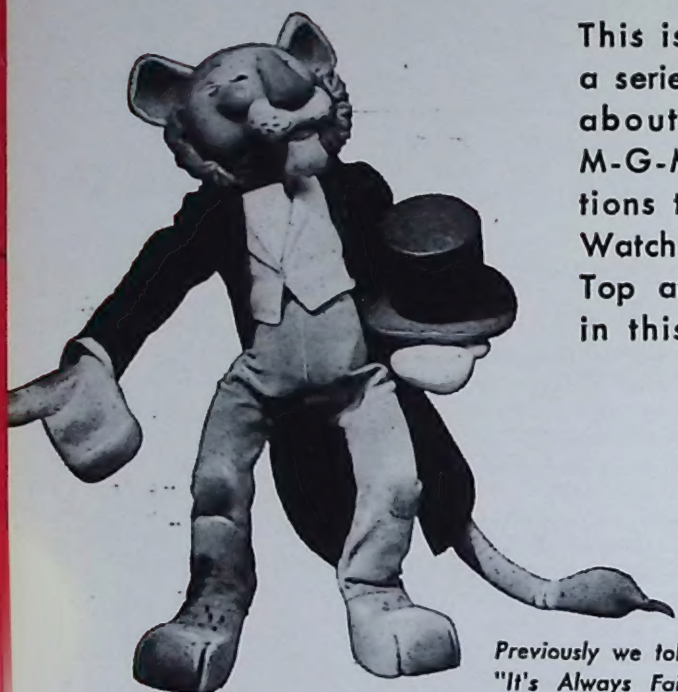
Elmwood, London To Odeon, Now Hyland

London: The Elmwood Theatre, a South London (Ontario) suburban theatre has been taken over by The Odeon Theatres (Canada)

(See LONDON Page 3)

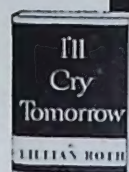
PIONEER GOLF TOURNAMENT, Sept. 15—Buy Your Ticket Now!

THE BEST FROM THE WEST!

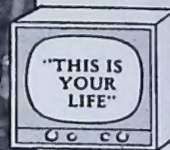


This is one of a series of ads about the Big M-G-M attractions to come. Watch for more Top attractions in this space!

Previously we told you about "It's Always Fair Weather," "Quentin Durward" and "Trial."



BEST-SELLER!



TV FAME!

"I'LL CRY TOMORROW"

The remarkable story of Lillian Roth as revealed in her book and on TV's "This Is Your Life" comes to the screen as an inspiring human document.

★

M-G-M presents "I'LL CRY TOMORROW" starring Susan Hayward • Richard Conte • Eddie Albert • Jo Van Fleet • Don Taylor • Ray Danton • Screen Play by Jay Richard Kennedy and Helen Deutsch • Based on the book by Lillian Roth, Mike Connolly, Gerold Frank • Directed by Daniel Mann • Produced by Lawrence Weingarten



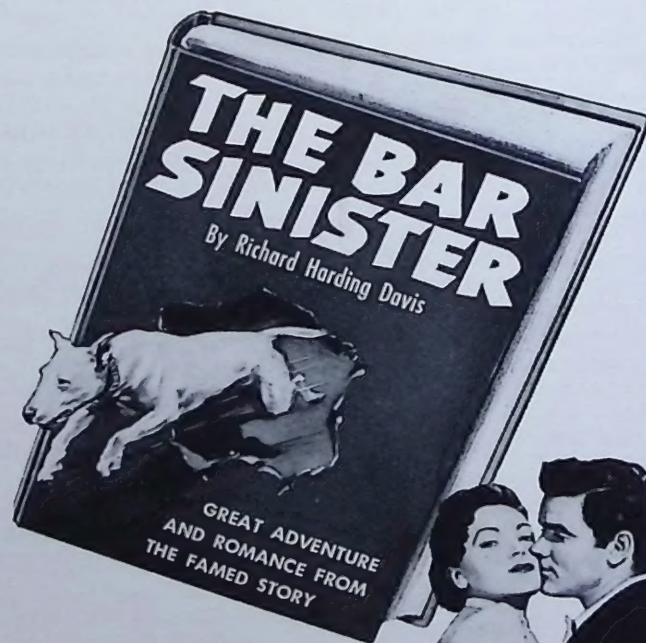
"THE TENDER TRAP"

In CINEMASCOPE and COLOR

This riotous film from the Broadway stage hit brings a company of top-flight funsters from both Hollywood and New York to catch every one of its thousand laughs!

★

M-G-M presents in CinemaScope • "THE TENDER TRAP" starring Frank Sinatra • Debbie Reynolds • David Wayne • Celeste Holm • Jarma Lewis • Screen Play by Julius Epstein • Based on the Play by Max Shulman and Robert Paul Smith • Photographed in Eastman Color • Directed by Charles Walters • Produced by Lawrence Weingarten



In CINEMASCOPE and COLOR

For the millions who asked for something new. Adventure, romance and humor in a novel, fast-paced entertainment.

★

M-G-M presents in CinemaScope • Richard Harding Davis' "THE BAR SINISTER" starring Jeff Richards • Jarma Lewis • Edmund Gwenn • Dean Jagger • and Wildfire • with Richard Anderson Willard Sage • Screen Play by John Michael Hayes • Photographed in Eastman Color • Directed by Herman Hoffman • Produced by Henry Berman

It's time to mail your Audience Awards nomination

LONDON

(Continued from Page 1)

Limited and will be reopened on the second of September.

The house will be renamed The Odeon Hyland, after the world-famous Hyland Theatre, Toronto, and will operate on an art policy, similar to that established so successfully at the latter theatre.

At the present time the new Odeon Hyland is being given an intensive redecoration, including new marquee sign and will be given a gala premiere opening with the J. Arthur feature "Above Us The Waves," which was recently premiered, simultaneously upon three Canadian warships at sea.

A great deal of interest has been stirred up by London Free Press Movie Columnist — Richard Newman, who has conducted a poll of London citizens to determine their support of this new art policy.

NEGOTIATIONS

(Continued from Page 1)

ings got underway this week. The union has asked for a five per cent wage boost and an employer-employee pension scheme. Counter proposals of the two theatre chains include demands for staff reductions which includes one-man-in-a booth instead of two projectionists in all circuit theatres in British Columbia.

Drive-In First Run

Peterborough: Since the closing of the Capitol Theatre, Peterborough, first-run features have made their appearances on single bills at the Peterborough Drive-in which is a 20th Century Theatres' link. A typical attraction was "Son of Sinbad," the adult admission price for which was 60 cents.

MR. EXHIBITOR!!

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3. We learned 90% of Adfilms' clients prefer dealer signatures (Local tie-in).

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Across the Country

Toronto and District

Famous Players made a summer revival of its Show of the Week series in Toronto with an all-CinemaScope program for the first time, which played no less than eight key neighborhood houses, Beach, Alhambra, Capitol, College, Palace, Parkdale, Runnymede and St. Clair. The features were "Violent Saturday" and "White Feather."

In the closing stages of "The Seven Year Itch" at the University Theatre, Toronto, Manager Tom Daley turned to the sneak-preview stunt for the promotion of a coming attraction, none other than Paramount's "We're No Angels".

The four drive-ins in Greater Toronto of 20th Century Theatres circuit featured a "Golden Age Club Night", which was a special treat for senior citizens. All persons 50 years of age or older were admitted free for performances on the night of Aug. 15.

Ottawa

Ottawa's 50th Anniversary Motion Picture Theatre Month will be introduced to the public at a gala dinner attended by Government, civic, service club officials and prominent figures in show business. Morris Berlin, Somerset Theatre, Frank Gallop, of the Centre, and Don Watts, of the Rideau, head committees now working on the project.

Manager Jimmie Chalmers gave The Private War of Major Benson a "sneak preview" following the last show at the Odeon Theatre. This Universal-International movie looks like a "sleeper", judging from the big business at the Odeon's box-office during the current engagement...

Winnipeg

Visitors to Winnipeg this week included Mr. A. Hart, Preeceville, Sask., Arnold Bercovich, Broadway, Regina, Sask., D. Girouard, Somerset, Man., and Haskell Masters of Warner Bros. Toronto office stopping on his trip West.

Mrs. Peggy Guttormson, after being with Western Theatres, Ltd., for seven years, resigned from her position, effective August 20th. Mrs. Rosalee Brisson, who has been assistant to Mrs. Guttormson, will take over the booking position temporarily.

The R.C.A.F. Theatre at Gimli, Man., have dated its first CinemaScope picture for September 4th. Dominion Sound installing equipment.

Vancouver

The Gayety theatre in the Alberta oil town of Leduc, has closed permanently. It was operated by Mike Pyrez of Edmonton. Phil May has opened his 325-seat house at Manville, Sask., farming community. It's the first 35 mm. in the town.

A cut in the 15 per cent British Columbia amusement tax was hinted by Premier Bennett in a speech at Kelowna, where he was attending the regatta.

Will Tenney, 63, former president of projectionists local 348 and with Famous Players for more than 30 years, died in hospital after a short illness. He was past master of Meridian Masonic Lodge; also a member of Gizeh Temple of Shriners.

Bill Cheladyn, 65, former exhibitor at Olds, Alta., passed away in Edmonton. Arthur Cope, 68, director of Pacific Amusements Ltd., died in Vancouver August 12.

Maritimes

Tom Corbett, Booker at the Twentieth Century-Fox office is confined to St. Joseph's hospital at Saint John.

JARO

(Continued from Page 1)

Augustine's — the name by which the hospital will be known in the film. The male lead will be played by George Baker, who has the part of Dr. Jim Alcott. Baker steps straight from his starring role in the current Nicholas Monsarrat film "The Ship That Died of Shame", another box-office winner for Ealing studios.

Sheila MacKay Russell was born in Alberta of Scots parents and grew up in Calgary. She graduated in nursing from the Calgary General Hospital and in public health nursing from the University of Alberta in Edmonton.

In addition to Belinda Lee, the four other nurses' roles will be played by Adrienne Corri of "Kidnapper" fame, Henryetta Edwards, Delphi Lawrence and Barbar Archer.

HALIFAX

(Continued from Page 1)

unable to attend. In attendance from Famous Players head office were Mr. R. W. Bolstad, Mr. Morris Stein, and Mr. Bob Myers. Also present were Mr. J. J. Fitzgibbons, Jr. and Mr. Norman Rea of Theatre Confections Ltd.

Among those in attendance were Mr. Murray Lynch, Moncton, Mr. W. W. O. Fenety, Fredericton—Mr. P. J. Hogan, Mr. F. Gordon Spencer, Mr. F. Harrison Howe and Mr. Jim Mitchell of Saint John.

Various details of theatre business and operation for the coming season were discussed, also general discussion took place concerning the coming season's product.

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PARAMOUNT'S FABULOUS SUCCESSION OF HITS
NOW AMAZES THE INDUSTRY WITH

"The greatest adventure

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of all time!"

—Showmen's Trade Review

In all history, this is the most widely read epic. Spectacular with heroic action, it has thrilled the world for five thousand years. Now at last brought to the screen, and filmed along the actual sea routes of Ulysses' voyage, this great boxoffice attraction recreates unforgettably:

ALL THE MOMENTOUS EXCITEMENT OF HOMER'S ODYSSEY

—the flaming destruction of Troy from the Wooden Horse...

—the Sirens who lure men with their songs of love...

—the one-eyed Cyclops hurling 10-ton boulders on Ulysses' fleet...

—irresistible Circe from whose enchantment no man can escape...

These and many other mighty scenes have sparked raves from the trade-papers!

"HEADED FOR STRONG RETURNS!"

—Variety

"MAGNIFICENT SPECTACLE — SHOULD DO EXCELLENT BUSINESS."

—Boxoffice

"MONUMENTALLY PRODUCED!"

—M. P. Daily

"CARRIES THE BOXOFFICE BANNER — LUSTY, VIVID!"

—The Independent

"KIRK DOUGLAS AND SILVANA MANGANO ARE MARQUEE BAIT!"

—M. P. Herald



KIRK DOUGLAS SILVANA MANGANO

ULYSSES

co-starring ANTHONY QUINN with Rossana Podesta

SYLVIE - DANIEL IVERNEL - JACQUES DUMESNIL - Directed by MARIO CAMERINI - Screenplay by Franco Brusati, Mario Camerini, Emilio de Concini, Hugh Gray, Ben Hecht, Ivo Perilli and Irwin Shaw

Based on Homer's Odyssey - A LUX FILM - Produced by DINO DE LAURENTIIS and CARLO PONTI in association with WILLIAM W. SCHORR



On the Beam

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Referring back to the difficult days of 1940-41, when Famous Players partners were concerned with the company's association with Paramount, which at that time was a "secondary" supplier of product, Mr. Balaban reminded those present of the promise and assurance which he made at that time, that the company would once more become "Paramount" in its field, and he thanked Famous Players and its associates for the confidence which they showed.

Mr. Fitzgibbons spoke glowingly of the new Paramount product which he has seen since he has been on the Coast, saving the greatest praise for Cecil B. DeMille's production of "The Ten Commandments", which as Barney Balaban put it, is costing more than \$1,000,000 per commandment. Mr. Fitzgibbons put himself on record as promising that this production would be the greatest masterpiece ever to reach the screen, predicting that some day DeMille would be classified with Michaelangelo and Cellini as one of the great artists of his day.

Paul Raibourn spoke briefly on Famous Players' interest in Television, and predicted that Television and Motion Pictures would go forward, hand in hand, to greater glories in the entertainment field.

Rube Bolstad, winding up the luncheon meeting, expressed the thanks of Famous Players to the working press, represented at the luncheon by Clyde Gilmour, Alex Barris and Ken Johnston, for the excellent cooperation they have always given Famous Players and the Industry. He also had a few kind words to say about the Trade Press, stating to Mr. Balaban that Canada was fortunate in possessing the "most constructive trade press in the world".

He closed with the message which seemed to be the keynote of the whole luncheon. Business is getting better already, and will be better still in the Fall. There is absolutely nothing to be afraid of, but everything to be confident about.

Maritime Drive-In

Saint John: Cummings Outdoor Theatre located between Woodstock and Hartland on Highway No. 2 got under way last week. This theatre has speakers for 400 cars. 'I Love Melvin' was the feature attraction for the Opening and the admission is 50 cents.

Mr. Rodney Wiggins states that his Drive-in being constructed on Manawagonish Road, Lancaster, N.B. has a tentative opening date on Labor Day. This outdoor theatre has a car capacity of 500 cars.

UNITED ARTISTS

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"the wonderful co-operation they extended."

UA not resting on its laurels is now in the midst of a "Max Youngstein Drive" which started on July 10 and running to December 31. The Drive now in full swing has the greatest number of box office winners ever released at one time in the company's history with "Not As A Stranger" leading the parade of "Marty," "Night of the Hunter," "Gentlemen Prefer Brunettes," "Summertime," and "The Kentuckian."

"Not As A Stranger" starring Robert Mitchum, Frank Sinatra, and Olivia de Havilland in its initial showing in Canada at the Loew's, London, set an all-time new record and in its first three days at Loew's, Toronto racked up a gross that is greater than the majority of outstanding first weeks business in the theatre. The first week of the Toronto engagement is anticipated to be one of the top grosses ever experienced by any theatre in Canada.

"Summertime" in Technicolor with Katherine Hepburn and Rossano Brazzi has a Labor Day release date in Canada.

"Kentuckian," CinemaScope and color with Burt Lancaster and Diana Lynn and an entry in the Venice Film Festival opens here on Labor Day with a long list of new records to its credit in its engagements in the U.S.A.

"Night of the Hunter," with Robert Mitchum and Shelley Winters, released in Canada late in September, in its world premiere in Des Moines and surrounding area, had over 100 theatres report record breaking grosses.

Mr. Chaplin in commenting on the results already obtained on the Drive, stated that "it is ahead by a considerable amount that of any previous drive in UA history." In concluding he stated, "Canadian UA branches supplying as they now do practically every type of theatre operation in Canada, will participate unquestionably in the prize money awards."

BALABAN

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familiar to most exhibitors in Canada as the Voice and Editor of Canadian Paramount News.

Barron indicated he is quite confident that . . . with such inspiring leadership as that provided by Mr. Balaban, the Canadian sales organization is bound to make this drive in his honour the high mark in the company's history.

Dana Porter In Charge Of Ont. Censor Board

Toronto: The appointment of Hon. Dana Porter, former Attorney General in the Provincial Cabinet, to the post of Provincial Treasurer means that the Theaters Inspection Branch and the Ontario Board of Moving Picture Censors will come under his jurisdiction instead of Hon. Leslie M. Frost, the Premier, who also was the Ontario Treasurer.

As far back as the days of the late Mitchell F. Hepburn, the Ontario premier had also been the treasury minister. Chairman O. J. Silverthorne of the Censor Board will now address his reports to Provincial Treasurer Porter.

Shriners Visit Wpg.

Winnipeg: A big show, although not sponsored by the Movie Industry, was staged by visiting Shriners to Winnipeg for the annual summer session of the Midwest Shrine Association. The three days, August 18, 19, 20 saw the City's population swelled by 8,000 as Shriners, accompanied by their wives, poured into the city. The Convention, scheduled as a 3-Day Fun Festival, had events planned for every minute of the day.

With thousands of extra people in the city, downtown Winnipeg houses increased their advertising space in the daily newspapers, including the Odeon with an advance ad on Wuthering Heights, the Capitol with a second week on The Seven Little Foys, the Dominion with Birth of a Nation, and the Metropolitan with an advance ad on The Cobweb.

Drama Group Negotiate For Imperial, Ottawa

Ottawa: The Canadian Repertory Theatre is still negotiating with the owners of the Imperial Theatre to house the coming season of the professional stage group. Friends of the company are campaigning for funds to pay off old debts, recondition the Imperial backstage and front if — and when — the rental deal goes through.

The Imperial, in the meantime, continues to show movies as a unit of 20th Century Theatres (Toronto) chain in the Ottawa area.

Barron Girls Wed

Toronto: Busy Win Barron is extra busy these days with paternal preparations for the double wedding of two of his four charming daughters Saturday, Sept. 17, when they will say their vows in the Church of Our Lady of the Assumption, Toronto.

ODEON

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and is scheduled for a thirteen week period ending December 3rd.

Each theatre competes only with its own past performance; is not in competition with any other theatre in the circuit, and has been set a quota based on its past performance, adjusted to allow for the current trend.

In the first week of the drive; points will be awarded for every dollar taken in at the box-office; in the second and subsequent weeks each theatre will have a quota and points will be awarded for the excess over this quota. This means that Odeon managers should start the drive with a big bonanza of points, provided they put sufficient showmanship behind the selling of their holiday attraction.

It is expected that, the average theatre will earn 20,000 prize points in this first week, equivalent to approximately \$10,000 worth of prizes across the circuit. In the next twelve weeks it is up to each individual manager whether he increases, maintains, or decreases the points gained in the first week. The real live showman, however, can use his first week's bonanza as a foundation on which to build and could double or even triple his prize points by the end of the drive. This is, in every sense of the word, a real incentive bonus. In the words of a Top Odeon Executive — "The sky's the limit" in prizes, and the total is governed only by the amount of increase at the box-office.

Each manager is supplied with a 50 page catalogue containing over 1,000 name brand prizes, each of which is shown with a prize point value. There is something for everyone in this catalogue, old or young, married or single. The catalogue lists everything from a pair of socks through to a "Chris-Craft" boat and 25 HP Mercury Motor.

Oscar Morgan Month

New York: Oscar Morgan, Paramount's general sales manager in charge of short subjects and now currently visiting all the key exchange centres in the United States and Canada, will have an entire month (Oct. 2-29) set aside for a sales drive in his honor. In former years, Paramount usually incorporated one week within its annual sales drive as a tribute to him. The drive this year will mark Morgan's 41st anniversary with Paramount. Morgan was in Saint John last week, conferring with Paramount branch manager P. J. Hogan.

FOTO-NITE

(Continued from Page 1)

to whom a contract was offered. One of the elements of lottery, Magistrate Wakeling's decision stated, was that a prize be offered. In the Foto-Nite plan, the selected person was given the right to have his photo taken and offer it for sale to the theatre.

Sale of the photo involved a contract between the theatre and the selected person and both parties had the right to refuse to enter into the contract. In the case before him, there was no evidence to show if the selected person himself had paid to have the photo taken or if the theatre had paid for it.

It was likely that there were few occasions on which the theatre would turn down a photo, otherwise the scheme would become unpopular, but it had been stated that this had occurred in other centres.

The prosecutor's claim that the contract was a "sham" was not correct, the magistrate's decision continued. The contract procedure had in fact been followed to the letter with the selected person actually getting the picture taken and presenting it for sale the following week.

It was no doubt correct to say that some ingenious person had thought up this method, but it was not illegal.

The prosecution also claimed that the photo in itself was of no value. This was not entirely a fact, the decision continued, since there was no doubt that a picture of a person who had received an amount of money in connection with something which went on at a theatre had advertising value in attracting patrons.

However, the crux of the matter lay in the definition of property, since a prize involved the transfer of property to a winner.

Magistrate Wakeling ruled that the right earned by the selected person to enter into contract with the theatre did not come within the definition of property.

Supposing the selected person died prior to the following Monday night. There would be nothing owing by the theatre to his estate. There was no property in existence until the next Monday night and at that time the theatre could refuse to go through with the contract.

Foto-Nite was not a lottery within the meaning of the act because of the way the scheme was conducted after the selected person was named, the judgement held.

In other portions of his judgement, Magistrate Wakeling overruled various defence objections as

to the charge itself — objections which contended that the information was void because of uncertainty and duplicity and too general to be presumed to set out a specific offence.

The magistrate also held that consideration, if necessary in proving lottery, had been shown, and also that the element of chance was evident.

He agreed with the contention of Crown Prosecutor Hal Rees, QC, that it was a matter of pure luck or chance that any specific person was named. There was no skill required on the part of the selected person, he pointed out.

Furs Sell Tickets

Vancouver: Ted Bielby pinch-hitting for Wally Hopp at the International-Cinema made an ace tie-up with the Viking Fur Company. He had the store donate a \$400 muskrat fur coat which was given away from the Cinema stage by a local radio actor through cards given out by the theatre. Theatre received free plugs and newspaper ads for free. Result theatre had a capacity house on a real hot night.

WB Crew In Maritimes For "Lindbergh" Film

Saint John: Before a replica of the famed "Spirit of St. Louis" at Zahn's Airport, Amityville, L. I. the original pilot, Brig. Gen. Charles A. Lindbergh and director Billy Wilder discussed plans for Warner's screen version of General Lindbergh's recent autographical book.

Last weeks background location sequences depicted the initial take-off from Roosevelt Field on May 20, 1927, as the small craft, reconstructed from an exact blueprint and flown East was photographed winging its way from Amityville to the Atlantic in the history making non-stop flight.

From New York, the Company will move to other exterior locations in Boston, Nova Scotia, Newfoundland and Paris, where a 1927 version of Le Bourget airfield is being built. Interior scenes for the CinemaScope and color production with James Stewart, portraying Lindbergh, will be filmed later on Warner's West Coast sound stages.



Columbia has chosen release title of "The Lawless Street" for their **Randolph Scott** starrer formerly titled "My Gun Commands." **Jack Diamond** of **Universal**, in New York for advance publicity campaigns on "All That Heaven Allows" — "The Second Greatest Sex" and "The Benny Goodman Story."

Having just completed "Touch And Go" for **JARO**, **Jack Hawkins** is busy again at Ealing Studios where he is heading the cast of "Phantom Fingers," a **Sir Michael Balcon** production. **Robert Taylor** will play the lead role in **Metro's** "The Wings of the Eagle," film story of the life of the late Commander Frank "Spig" Wead, U.S.N., who wrote the scripts for "Ceiling Zero" and "Hell Below."

Paramount announces cast addition to the **George Gobel** vehicle "The Birds and the Bees," in the person of **Renate Hoy**, Miss Germany of 1952. **RKO** sets three release dates, "Bengazai" — Aug. 31st; "Tennessee's Partner" — September 21, and "The Treasure of Pancho Villa," — October 5th.

Early Fall release date for "The African Lion," third in the True-Life Adventure series which **Walt Disney** has produced. **20th Fox** is planning a full-scale publicity drive for "The Left Hand of God" starring **Humphrey Bogart** and **Gene Tierney** with TV advertising in 86 key centres.

Alan Hale signed for role in the **Joseph Cotton** starrer, "The Killer Is Loose," a **Crown Production** for **United Artist** release. **Mervyn Leroy** heads group from **Warners** to scout locations for six pictures, "Towards The Unknown" — "Serenade" — "Our Miss Brooks" — "Spirit of St. Louis" — "Burning Hills" and "The Lone Ranger."

Universal features **Steve Allen** in in short subject titled "The King's Secret," which took two years to film. **Allied Artists** adds "The Prince & the Pauper" to their 1956 production schedule.



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
2nd wk. House of Bamboo (20th-Fox) C'Scope & Color with Robert Ryan.
SHEA'S
2nd wk. Pete Kelly's Blues (WB) C'Scope & WarnerColor with Jack Webb.
UNIVERSITY & EGLINTON
We're No Angels (Para.) VistaVision & Tech. with Humphrey Bogart.
UPTOWN
3rd wk. The Cobweb (MGM) C'Scope & Color with Chas. Boyer.
LOEW'S
Not As A Stranger (UA) with Olivia de Havilland.
ODEON & FAIRLAWN
2nd wk. Private War of Major Benson (E-U) with Charlton Heston.
TOWNE
9th wk. Marty (UA) with Ernest Borgnine.
DOWNTOWN
Chicago Syndicate (Col.) & Wyoming Renegades (Col.).

MONTREAL

LOEW'S
3rd wk. Love Me Or Leave Me (MGM) C'Scope & Color with Doris Day.
CAPITOL
2nd wk. Pete Kelly's Blues (WB) C'Scope & WarnerColor with Jack Webb.
PALACE
3rd wk. Interrupted Melody (MGM) C'Scope & Color with Glenn Ford.
PRINCESS
Abbott & Costello Meet The Mummy (Universal) with Bud Abbott & Lou Costello.
ORPHEUM
Top Of The World (UA) with Dale Robertson.
AVENUE
As Long As They're Happy (JARO) Eastman Color with Jack Buchanan.

WINNIPEG

CAPITOL
2nd wk. The Seven Little Fays (Para.) VistaVision & Tech. with Bob Hope.
MET
The Cobweb (MGM) C'Scope & Color

with Charles Boyer.

ODEON
Wuthering Heights (Astral) with Laurence Olivier.
GARRICK
How To Be Very, Very Popular (20th-Fox) C'Scope & Color with Betty Grable.
GAIETY
Long John Silver (Alliance) C'Scope & Color with Robert Newton.

CALGARY

CAPITOL
2nd wk. House of Bamboo (20th-Fox) C'Scope & Color with Robert Ryan.
GRAND
How To Be Very, Very Popular (20th-Fox) C'Scope & Color with Betty Grable.
UPTOWN
Wichita (AA) C'Scope & Tech. with Joel McCrea.
PALACE
You're Never Too Young (Para.) VistaVision & Tech. with Dean Martin & Jerry Lewis.
TIVOLI
Little Fugitive (IFD).

VANCOUVER

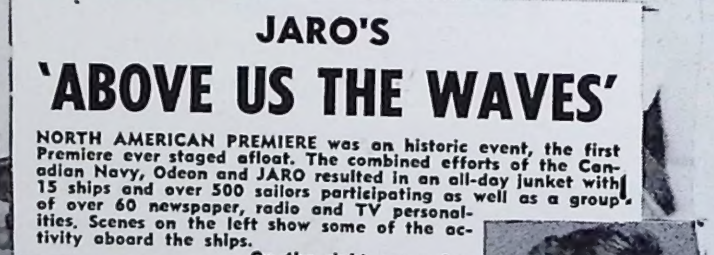
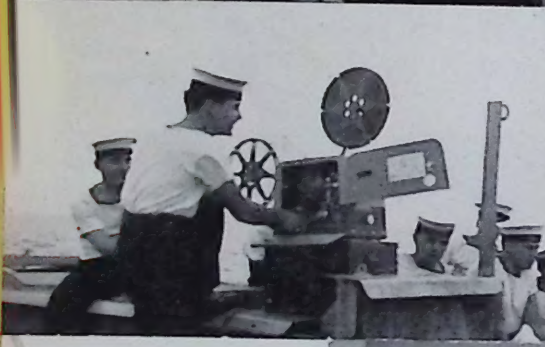
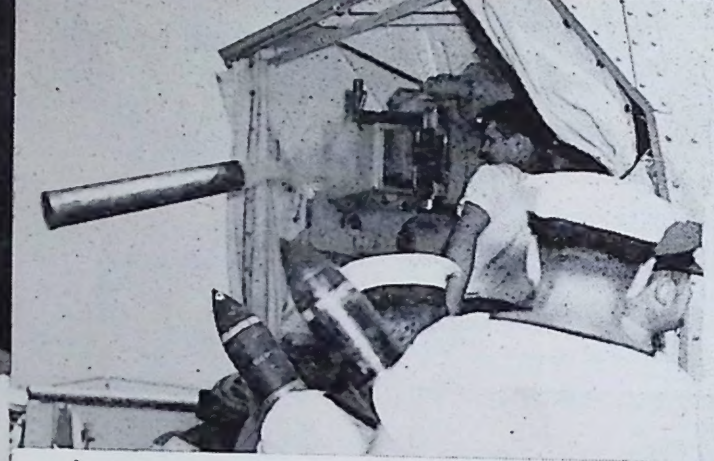
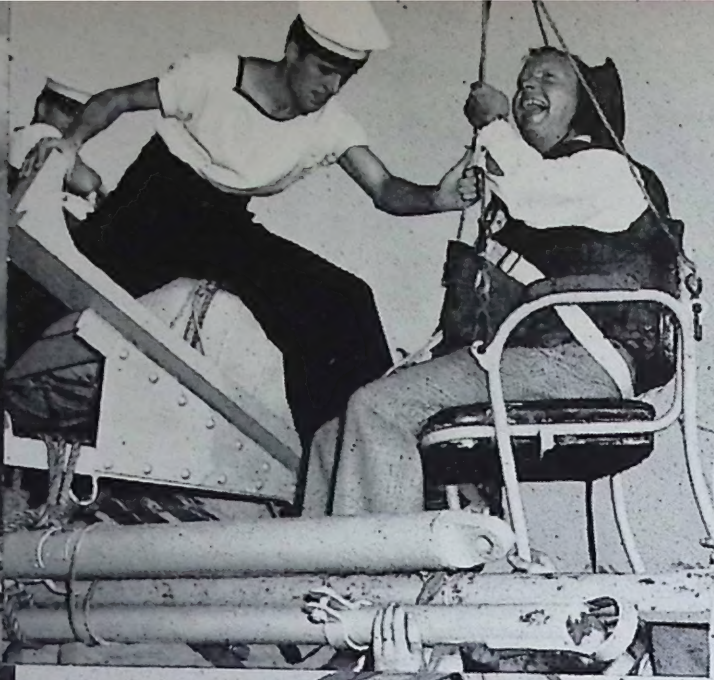
CAPITOL
Interrupted Melody (MGM) C'Scope & Color with Glenn Ford.
VOGUE
One Desire (E-U) Tech. with Anne Baxter.
ORPHEUM
You're Never Too Young (Para.) VistaVision & Tech. with Dean Martin & Jerry Lewis.
ODEON
Foxfire (E-U) Tech. with Jane Russell.
STRAND
The Marauders (MGM) with Dan Duryea.

ST. JOHN

PARAMOUNT
2nd wk. Interrupted Melody (MGM) C'Scope & Color with Glenn Ford.
CAPITOL
The Cobweb (MGM) C'Scope & Color with Richard Widmark.
STRAND
How To Be Very, Very Popular (20th-Fox) C'Scope & Color with Betty Grable.

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JARO'S 'ABOVE US THE WAVES'

NORTH AMERICAN PREMIERE was an historic event, the first Premiere ever staged afloat. The combined efforts of the Canadian Navy, Odeon and JARO resulted in an all-day junket with 15 ships and over 500 sailors participating as well as a group of over 60 newspaper, radio and TV personalities. Scenes on the left show some of the activity aboard the ships.

On the right are a few scenes from "Above Us The Waves" which was shown aboard three of the ships the same night concluding one of the most exciting premieres staged in Canada.

